Pub Catchment Report - NG33 5NE

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	1	107
Catchment Adults 18+	832	1,424	80,535
Catchment Adults 18+ Per Pub	832	1,424	753
Populaton Projection 2018 to 2028 (% change)	9.27%	9.13%	7.36%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	Great Pub Great Food	462	55.5	107
2	Premium Local	462	55.5	119
3	Community Pub	378	45.4	72
4	High Street Pub	158	19.0	147
5	Bit of Style	0	0.0	0
6	Circuit Bar	0	0.0	0
7	Craft Led	0	0.0	0

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	Community Pub	757	53.2	103
2	Great Pub Great Food	681	47.8	103
3	Premium Local	681	47.8	76
4	High Street Pub	270	19.0	147
5	Bit of Style	0	0.0	0
6	Circuit Bar	0	0.0	0
7	Craft Led	0	0.0	0

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index
1	Premium Local	45,900	57.0	110
2	High Street Pub	44,916	55.8	120
3	Community Pub	39,925	49.6	79
4	Great Pub Great Food	37,039	46.0	356
5	Bit of Style	14,161	17.6	44
6	Circuit Bar	7,582	9.4	35
7	Craft Led	3,484	4.3	42

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Pub Catchment Report - NG33 5NE

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	73	8.8	99	118	8.3	94	7,045	8.7	99
C1	92	11.1	90	156	11.0	89	9,059	11.2	92
C2	60	7.2	87	122	8.6	104	7,094	8.8	107
DE	75	9.0	88	130	9.1	89	7,791	9.7	94

Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	222	26.7	80	430	30.2	91	27,977	34.7	105
Medium (7-13)	359	43.1	130	617	43.3	131	28,767	35.7	108
High (14-19)	278	33.4	118	432	30.3	107	19,916	24.7	87

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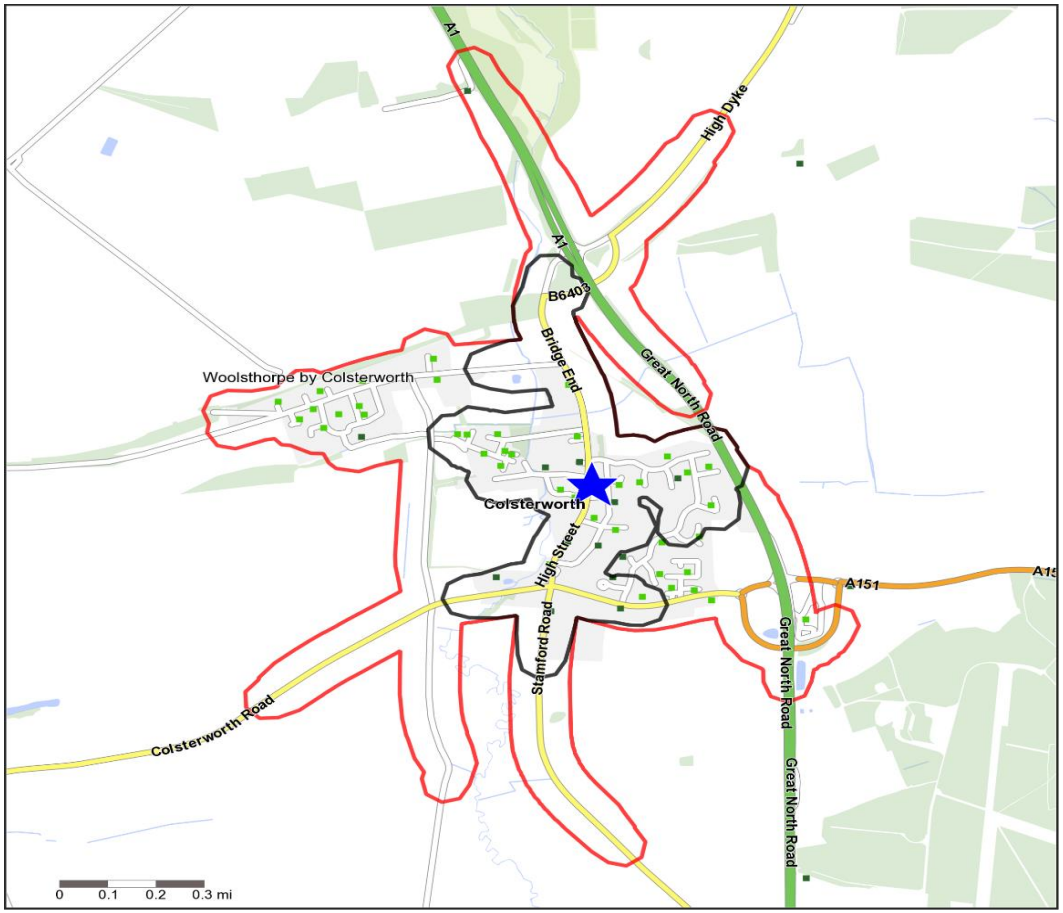
Catchment Mosaic Groups

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



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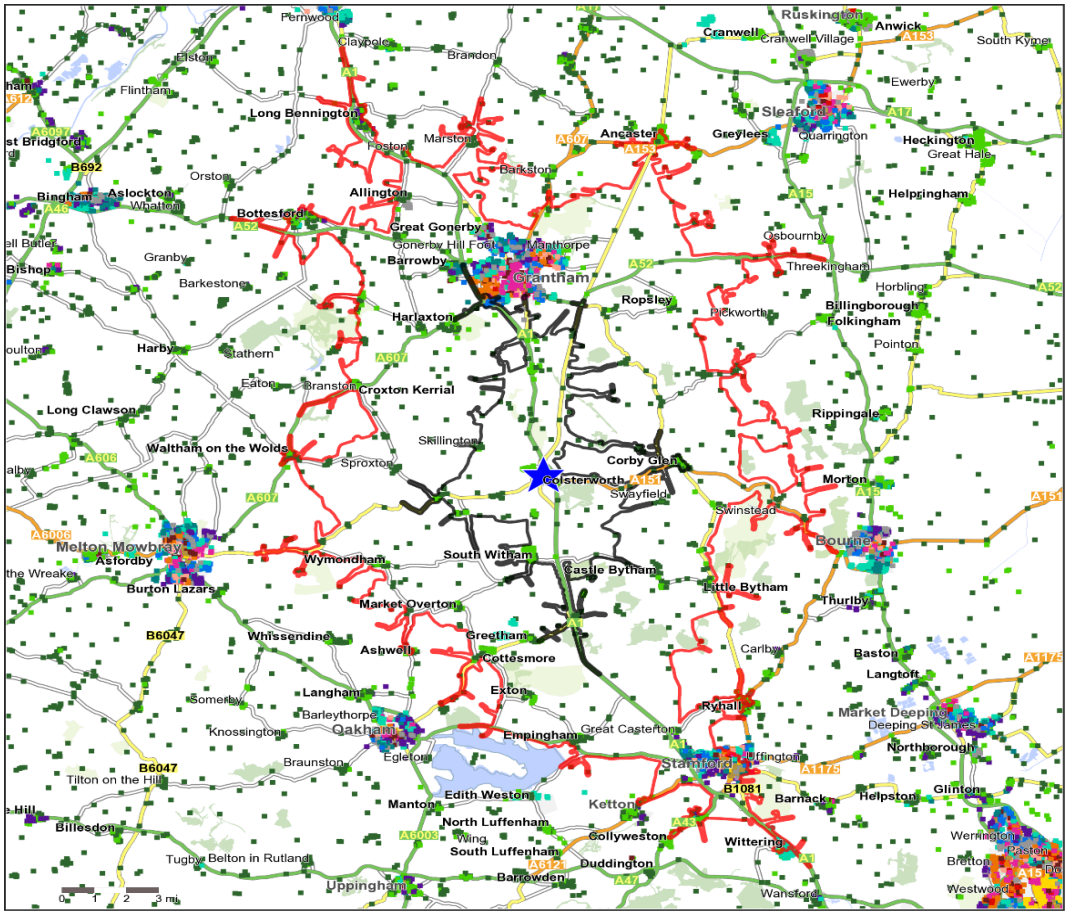
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Site	10 Minute Catchment	20 Minute Catchment		
A City Prosperity	B Prestige Positions	C Country Living	D Rural Reality	E Senior Security
F Suburban Stability	G Domestic Success	H Aspiring Homemakers	I Family Basics	J Transient Renters
K Municipal Tenants	L Vintage Value	M Modest Traditions	N Urban Cohesion	O Rental Hubs

Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile		10 Minute WT Catchment Adults 18+	20 Minute WT Catchment Adults 18+	10 Minute DT Catchment Adults 18+	20 Minute DT Catchment Adults 18+
A01	World-Class Wealth	0	0	0	10
A02	Uptown Elite	0	0	0	110
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	127
B06	Diamond Days	0	0	0	446
B07	Alpha Families	0	0	0	579
B08	Bank of Mum and Dad	0	0	0	641
B09	Empty-Nest Adventure	0	0	0	1,815
C10	Wealthy Landowners	1	1	163	2,107
C11	Rural Vogue	10	15	526	3,067
C12	Scattered Homesteads	8	14	476	2,089
C13	Village Retirement	202	247	770	6,507
D14	Satellite Settlers	241	403	1,026	5,482
D15	Local Focus	211	473	1,459	2,989
D16	Outlying Seniors	158	270	960	3,512
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	0	643
E19	Bungalow Heaven	0	0	185	3,539
E20	Classic Grandparents	0	0	0	1,158
E21	Solo Retirees	0	0	4	590
F22	Boomerang Boarders	0	0	60	1,700
F23	Family Ties	0	0	0	231
F24	Fledgling Free	0	0	236	2,496
F25	Dependable Me	0	0	50	1,748
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	0	0	0	1,154
G28	Modern Parents	0	0	0	2,035
G29	Mid-Career Convention	0	0	1	2,823
H30	Primary Ambitions	0	0	0	269
H31	Affordable Fringe	0	0	0	1,686
H32	First-Rung Futures	0	0	34	1,842
H33	Contemporary Starts	0	0	0	3,698
H34	New Foundations	0	0	0	290
H35	Flying Solo	0	0	0	197

Mosaic Type Profile		10 Minute WT Catchment Adults 18+	20 Minute WT Catchment Adults 18+	10 Minute DT Catchment Adults 18+	20 Minute DT Catchment Adults 18+
I36	Solid Economy	0	0	0	9
I37	Budget Generations	0	0	0	1,512
I38	Economical Families	0	0	0	1,513
I39	Families on a Budget	0	0	29	2,350
J40	Value Rentals	0	0	15	481
J41	Youthful Endeavours	0	0	0	358
J42	Midlife Renters	0	0	0	2,475
J43	Renting Rooms	0	0	0	4,235
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	0	0	0	193
K48	Mature Workers	0	0	0	440
L49	Flatlet Seniors	0	0	0	443
L50	Pocket Pensions	0	0	0	1,028
L51	Retirement Communities	0	0	0	1,075
L52	Estate Veterans	0	0	0	268
L53	Seasoned Survivors	0	0	0	776
M54	Down-to-Earth Owners	0	0	3	1,171
M55	Back with the Folks	0	0	0	1,102
M56	Self Supporters	0	0	0	1,290
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	0	496
O61	Career Builders	0	0	0	1,252
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	0	0	1,004
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	124	1,484
	Total	**831**	**1,423**	**6,121**	**80,535**

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20 Minute Walktime and Drivetime Mosaic Type Visualisation

Top 3 Mosaic Types in a 20 Minute Walktime

1. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs

- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

2. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links

- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

3. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations

- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

Top 3 Mosaic Types in a 20 Minute Drivetime

1. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs

- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

2. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links

- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

3. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties

- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

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Pubs & Leisure: Attitudinal Profiles

Activity Group Structure	20 Minute Walktime								
	High			Medium			Low		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	0	0.0	0	875	61.4	376	548	38.5	74
Male: Alone	270	19.0	64	0	0.0	0	1,154	81.0	152
Male: Group	0	0.0	0	720	50.6	193	704	49.4	100
Male: Pair	0	0.0	0	0	0.0	0	1,424	100.0	174
Mixed Sex: Group	0	0.0	0	1,393	97.8	306	31	2.2	5
Mixed Sex: Pair	403	28.3	121	532	37.4	115	490	34.4	81
With Children	0	0.0	0	473	33.2	197	951	66.8	126
Unknown	875	61.4	187	0	0.0	0	548	38.5	80
For Eating:									
Upmarket	0	0.0	0	0	0.0	0	1,424	100.0	212
Midmarket	0	0.0	0	0	0.0	0	1,424	100.0	181
Downmarket	0	0.0	0	743	52.2	150	681	47.8	115
For Drinking (monthly spend):									
Nothing	757	53.2	176	15	1.1	4	651	45.7	102
Low (less than £10)	261	18.3	61	1,161	81.5	347	1	0.1	0
Medium (Between £10 and £40)	0	0.0	0	263	18.5	104	1,161	81.5	162
High (Greater than £40)	0	0.0	0	1	0.1	0	1,422	99.9	191

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Pubs & Leisure: Attitudinal Profiles

Activity Group Structure	20 Minute Drivetime								
	High			Medium			Low		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	16,248	20.2	67	17,745	22.0	135	45,058	55.9	107
Male: Alone	23,428	29.1	98	10,398	12.9	83	45,225	56.2	105
Male: Group	12,883	16.0	70	25,917	32.2	123	40,251	50.0	101
Male: Pair	11,811	14.7	56	12,284	15.3	100	54,956	68.2	119
Mixed Sex: Group	14,634	18.2	79	35,596	44.2	138	28,821	35.8	82
Mixed Sex: Pair	21,850	27.1	116	31,499	39.1	120	25,702	31.9	75
With Children	20,194	25.1	87	14,085	17.5	104	44,772	55.6	105
Unknown	24,218	30.1	92	9,823	12.2	68	45,010	55.9	117
For Eating:									
Upmarket	16,612	20.6	67	13,432	16.7	80	49,008	60.9	129
Midmarket	17,104	21.2	62	3,023	3.8	42	58,923	73.2	132
Downmarket	16,032	19.9	90	30,118	37.4	107	32,902	40.9	98
For Drinking (monthly spend):									
Nothing	20,711	25.7	85	20,809	25.8	109	37,531	46.6	104
Low (less than £10)	24,621	30.6	102	29,006	36.0	153	25,425	31.6	70
Medium (Between £10 and £40)	16,151	20.1	66	18,730	23.3	130	44,170	54.8	109
High (Greater than £40)	11,173	13.9	54	14,967	18.6	91	52,911	65.7	126

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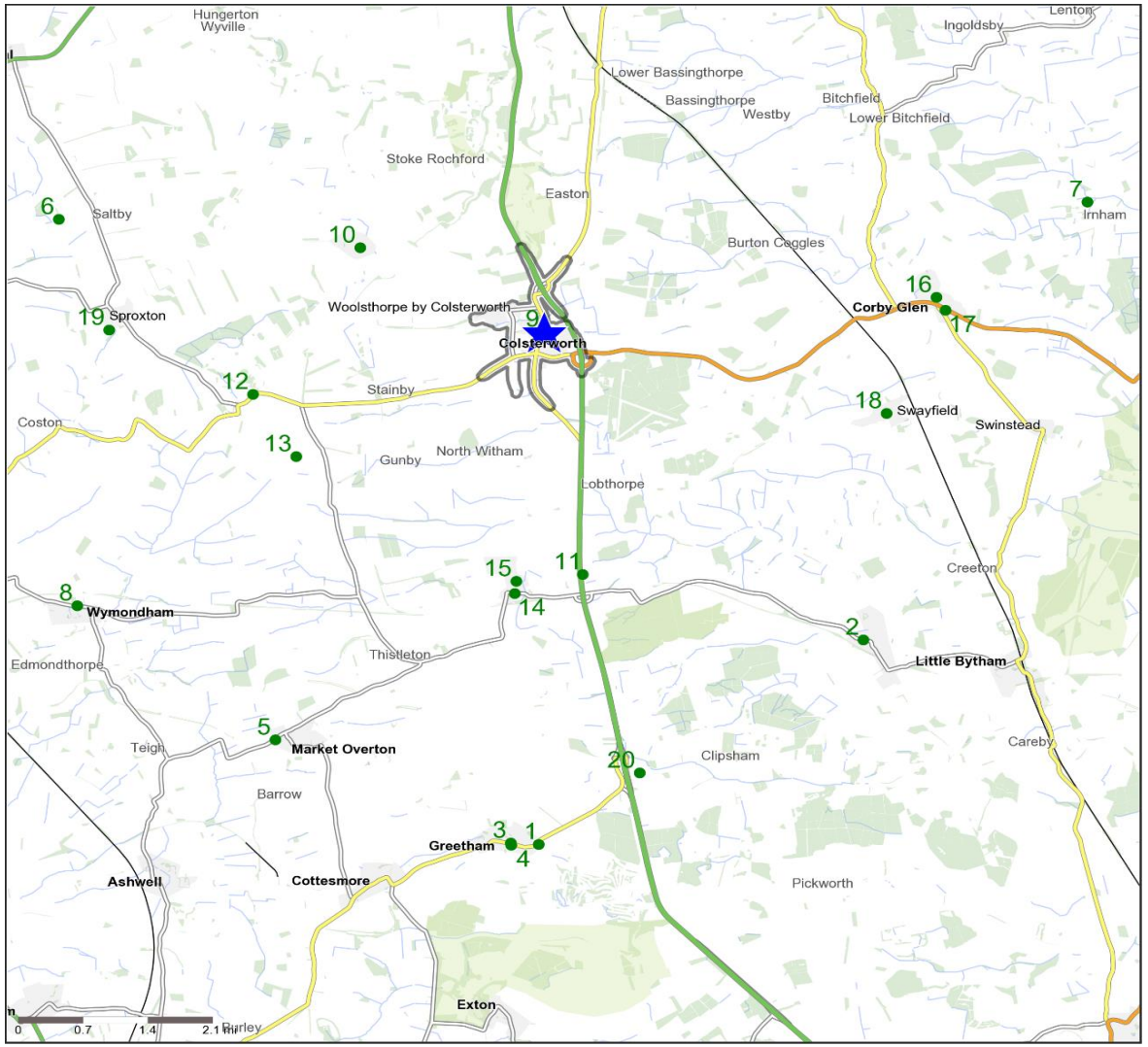
Competitor Map and Report

Source: CGA 2018

Competitor Map



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Site | Star Pubs | Pubs | Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Wheatsheaf, LE15 7NP	Punch Pub Company	0.0	9.7
2	Castle Inn, NG33 4RZ	Independent Free	0.0	11.1
3	Black Horse, LE15 7NL	Unknown	0.0	11.2
4	Plough, LE15 7NJ	Ei Group	0.0	11.2
5	Black Bull, LE15 7PW	Independent Free	0.0	14.1
6	Nags Head, LE14 4RF	Independent Free	0.0	14.2
7	Griffin Inn, NG33 4JG	Independent Free	0.0	14.5
8	Berkeley Arms, LE14 2AG	Independent Free	0.0	15.3
9	White Lion Hotel, NG33 5NE	Star Pubs & Bars	0.0	0.1
10	Cross Swords, NG33 5HB	Independent Free	58.5	7.6
11	Fox Inn, NG33 5LN	Independent Free	60.9	4.7
12	Tollemache Arms, NG33 5SA	Independent Free	68.9	6.8
13	Blue Dog, NG33 5RQ	Independent Free	75.8	8.0
14	Blue Cow, NG33 5QB	Independent Free	81.4	7.0
15	Angel, NG33 5PJ	Independent Free	85.3	7.5
16	Fighting Cocks, NG33 4NH	George Bateman & Son	102.4	9.3
17	Coachmans, NG33 4NS	Independent Free	103.5	9.9
18	Royal Oak, NG33 4LL	Independent Free	110.8	11.6
19	Crown Inn, LE14 4QB	*Other Small Retail Groups	111.1	11.6
20	Jackson Stops Inn, LE15 7RA	Independent Free	112.0	8.0